



VEHICLE EMISSION TESTING PROGRAM STUDY REVEALS INCREASE IN PERCEIVED ENVIRONMENTAL BENEFITS

ATLANTA – October 21, 2009 – Motorist perception and awareness of Georgia’s Vehicle Inspection and Maintenance Program, which is administered by [Georgia’s Clean Air Force](#) (GCAF), was measured in the organization’s 13th annual emission testing program study. Survey results released today reveal that motorists’ perception of the program’s environmental benefits increased significantly from 2008 on four points, including the program’s role in helping Atlanta meet federal air quality regulations, providing better health for others and cleaner air for metro Atlanta, and allowing economic growth to continue in Atlanta as a result of better air quality. GCAF attributes this to its public awareness campaign on the program’s role in environmental and personal health.

Other key survey findings include:

- 95 percent of motorists are aware that keeping their vehicle properly maintained can increase the likelihood of passing the emission test.
- 88 percent of motorists – up three percentage points from 2008 – say information on the emission testing program is easy to understand and convenient to obtain.
- Of the 69 percent of motorists who reported acceptance of the emission testing program, 46 percent believe the program is worthwhile because it helps metro Atlanta’s air quality. In fact, the program estimates it will keep more than 4,700 tons of pollutants from entering our air in 2009.
- Regarding the overall emission testing experience, motorists were most satisfied with the convenience of the emission testing location and the short time in line (8.9/10), down slightly from 9.0/10 in 2008 but maintaining significant gains from 2007 in all areas, including the aforementioned, as well as testing personnel, time for test, hours of operation and overall test experience.
- Awareness that GCAF recommends testing early fell to 55 percent.

“Through our dual-language Web site, multi-lingual motorist rights posters and Q&A brochures, we’re committed to educating residents about how getting their vehicles’ emission tested annually is a vital step toward improving metro Atlanta’s air quality,” said Public Information Specialist Cherrise Boone – Georgia Environmental Protection Division. “This year’s study results reveal that we need to drive home the message of testing early; doing so will help motorists identify necessary emission-related repairs or maintenance issues, allowing ample time for repairs prior to their vehicle registration renewal date.”

The survey is part of an annual quantitative study that tracks the awareness and attitudes of motorists regarding Georgia's Clean Air Force and its vehicle emission testing program. In July and August 2009, 300 telephone and online surveys were administered to a random sample of motorists within the 13 metro Atlanta counties who are age 18 or older and own a model year 1985-2006 gasoline-powered car or lightweight truck.

About Georgia's Clean Air Force

Since 1996 Georgia's Clean Air Force, the state's Enhanced Vehicle Emission Inspection and Maintenance Program, has worked with Georgia's Environmental Protection Division to reduce harmful vehicle emissions. Georgia's Inspection and Maintenance Program has prevented tons of ozone-forming pollutants from the air we breathe by identifying and repairing more than 1.5 million heavy-polluting vehicles. For more information, please visit www.cleanairforce.com.

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For more information: Jessica Covello, communications 21, 404.814.1330, jcovello@c21pr.com